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EXAMINER	
BANTAMOI, ANTHONY	
ART UNIT	**PAPER NUMBER**
2423	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	**Application No.** 10/679,206	**Applicant(s)** SUSSMAN, LESTER	
	Examiner ANTHONY BANTAMOI	**Art Unit** 2423	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *01 April 2009*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-5,7,8,11,12,14-18 and 20-24* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-5,7,8,11,12,14-18 and 20-24* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filled 04/01/2009 have been considered but are moot in view of the new ground(s) of rejection.

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 04/01/2009 has been entered.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.

3. Claim 13 is rejected under 35 U.S.C. 102(a) as being anticipated by US Patent Publication 2003/0014754 to Chang. (Chang).

Regarding claim 13, Chang teaches embedding said contact information in a television signal of a television advertisement; receiving a multiplicity of said television advertisement and said embedded contact information on an active television apparatus ; extracting a multiplicity of said embedded contact information on said active television apparatus, and storing said contact information in a first memory means in said television apparatus (Para. 0038, ll. 1-12, & figure 4, entire).

In addition Chang teaches wherein said embedded contact information represents a page teletext data (figure 4, label 62).

In addition Chang teaches wherein said page of teletext data embedded in said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission (Para. 0041, 1-8).

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

5. Claims 1-5, 7-8, 11-12, 14-18, 20-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chang, in view of US Patent 5,973,747 to Goreta. (Goreta).

Regarding claim 1, Chang teaches a television apparatus to extract on-demand television advertisement contact information by a television viewer (figure 1, entire).

In addition Chang teaches a television receiver for receiving a television advertisement picture signal having a television advertisement data signal associated therewith, said data signal representing a page of teletext data of said television advertisement picture (Para. 0038, ll. 1-12, & figure 4, labels 61, & 62).

In addition Chang teaches a data acquisition circuit for acquiring said page of teletext data of said television advertisement, said page of teletext data comprising a plurality of data, said plurality of data including contact information to contact a representative of said television advertisement by said television viewer (Para. 0038, ll. 7-12, & figure 4, label 62).

In addition Chang teaches wherein said page ofteletext data associated with said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission (Para. 0041, ll. 1-8).

In addition Chang teaches a memory for storing a plurality of said page of teletext data a display for generating images representative of selected portions of said page of teletext data; a first page selection means for selecting said page of teletext data for display on said television apparatus (Para. 0045, entire, & figure 3(remote control device)).

Chang is silent on a wireless transceiver circuit for transmitting said page of teletext data to a remote control device upon receiving a request signal from said remote control device for said first page selection of said television advertisement, and for receiving a set of television advertisement data navigation instructions into said television apparatus, a second page selection means for selecting said page of teletext data for display on said remote control device, a third page selection means for selecting said page ofteletext data for transmission to said remote control device, and a microcontroller coupled to said memory, said display, said first page selection means, said second page selection means, said third page selection means, and said wireless transmitter circuit, said microcontroller being configured to cause delivery of a set of television control signals to said wireless transmitter circuit upon receiving a set of signals from said remote control device via said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to a request signal received from said remote control device.

In a similar field of endeavor Goreta teaches a wireless transceiver circuit for transmitting said page of teletext data to a remote control device upon receiving a request signal from said remote control device for said first page selection of said television advertisement, and for receiving a set of television advertisement data navigation instructions into said television apparatus (column 5, ll. 4-9, & figure 2, labels 34, & 35, & column 4, 54-59).

In addition Goreta teaches a second page selection means for selecting said page of teletext data for display on said remote control device, a third page selection means for selecting said page ofteletext data for transmission to said remote control device, and a microcontroller coupled to said memory, said display, said first page selection means, said second page selection means, said third page selection means, and said wireless transmitter circuit (column 5, 24-31, & column 4, 4-9, & figure 2, label 10).

In addition Goreta teaches said microcontroller being configured to cause delivery of a set of television control signals to said wireless transmitter circuit upon receiving a set of signals from said remote control device via said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to a request signal received from said remote control device (column 4, 54-59, & column 5, 4-9).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include wireless transceiver circuit for transmitting said page of teletext data to a remote control device upon receiving a request signal from said remote control device for said first page selection of said television advertisement, and for receiving a set of television advertisement data navigation instructions into said television apparatus, a second page selection means for selecting said page of teletext data for display on said remote control device, a third page selection means for selecting said page ofteletext data for transmission to said remote control device, and a microcontroller coupled to said memory, said display, said first page selection means, said second page selection means, said third page selection means, and said wireless transmitter circuit, said microcontroller being configured to cause delivery of a set of television control signals to said wireless transmitter circuit upon receiving a set of signals from said remote control device via said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to a request signal received from said remote control device as taught by Goreta in order to support downloading information into handheld device which is battery operated so that. user can access information anytime whether there I power or not.

Regarding claim 2, Chang teaches the television, wherein said first page selection means, said second page selection means and said third page selection means comprise a remote control device having a plurality of command keys (figure 3, entire).

Regarding claim 3, Chang teaches a remote control device in an advertisement response system.(figures 1, & 3).

In addition Chang teaches said television advertisement teletext data comprising a plurality of data, representing a page ofteletext data, said page of teletext data including contact information to contact a representative of said specific television advertisement by said television viewer, wherein said page of teletext data associated with said television advertisement picture signal occurring at an advertisement teletext insertion time, said advertisement teletext insertion time occurring in non real-time to said television advertisement picture signal transmission (figure 4, label 60, & 62, & Para. 0041, 1-8).

In addition Chang teaches a memory for storing a plurality of television advertisement teletext data, wherein each said television advertisement teletext data is associated with a specific television advertisement picture signal received and displayed on an active television apparatus a display for generating images representative of selected portions of said television advertisement, and said page ofteletext data, a user input device for enabling input of television channel selection, a set of television advertisement data navigation instructions including a selection input of said television advertisement displayed on said active television apparatus, and a set of communications instructions into said remote control device (figure 3, entire, & figure 1, 13, & Para. 0038, ll. 1-12).

Chang is silent on a wireless transceiver circuit for transmitting a set of control signals and a set of data signals to said television apparatus and a second electronic device and for receiving an on-demand selection of said page of teletext data from said television apparatus, and a microprocessor coupled to said memory, said display, said user input device and said wireless transmitter circuit, said microprocessor being configured to cause delivery of said set of control data signals to said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to said set of communications instructions received from said user input device, wherein said teletext data is selected from the group comprising an analog teletext system and a digital teletext system.

In a similar field of endeavor Goreta teaches a wireless transceiver circuit for transmitting a set of control signals and a set of data signals to said television apparatus and a second electronic device and for receiving an on-demand selection of said page of teletext data from said television apparatus (column 3, 28-31, & column 5, 5-8).

In addition Goreta teaches a microprocessor coupled to said memory, said display, said user input device and said wireless transmitter circuit, said microprocessor being configured to cause delivery of said set of control data signals to said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to said set of communications instructions received from said user input device, wherein said teletext data is selected from the group comprising an analog teletext system and a digital teletext system (figure 2, labels 10, & 8, column 3, 28-31, & figure 2, label 6).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include a wireless transceiver circuit for transmitting a set of control signals and a set of data signals to said television apparatus and a second electronic device and for receiving an on-demand selection of said page of teletext data from said television apparatus, and a microprocessor coupled to said memory, said display, said user input device and said wireless transmitter circuit, said microprocessor being configured to cause delivery of said set of control data signals to said wireless transmitter circuit and to select portions of said page of teletext data to be displayed on said display in response to said set of communications instructions received from said user input device, wherein said teletext data is selected from the group comprising an analog teletext system and a digital teletext system as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 4, Chang teaches a remote control device (figure 3).

Chang is silent on retrieval and display of said page of teletext data stored in said remote control device memory; retrieval and display of said page of teletext data for an advertisement displayed on said television apparatus; retrieval and display of said page ofteletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said memory; and retrieval of said page ofteletext data stored in said television apparatus memory.

In a similar field of endeavor Goreta teaches retrieval and display of said page of teletext data stored in said remote control device memory; retrieval and display of said page of teletext data for an advertisement displayed on said television apparatus; retrieval and display of said page ofteletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said memory; and retrieval of said page ofteletext data stored in said television apparatus memory (column 5, 24-31, figure 2, label 9).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include retrieval and display of said page of teletext data stored in said remote control device memory; retrieval and display of said page of teletext data for an advertisement displayed on said television apparatus; retrieval and display of said page ofteletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said television apparatus memory; selection and deletion of said page of teletext data stored in said memory; and retrieval of said page ofteletext data stored in said television apparatus memory as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 5, Chang teaches a remote control device (figure 3).

Chang is silent on retrieval and display of said page of teletext data stored in said memory; and transmission of said page ofteletext data to said second electronic device.

In a similar field of endeavor Goreta teaches retrieval and display of said page of teletext data stored in said memory; and transmission of said page ofteletext data to said second electronic device (figure 2, entire).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include retrieval and display of said page of teletext data stored in said memory; and transmission of said page ofteletext data to said second electronic device as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 7, Chang teaches the teletext is selected from the group comprising an analog teletext system and a digital teletext system (figure 4, label 62).

Regarding claim 8, Chang teaches the second electronic device being selected from the group consisting of a telephone, a computer, a personal digital assistant device and a television set-top box (figure 1, label 13).

Regarding claim 11, Chang is silent on the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit.

Goreta teaches the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit (figure 2, labels 1a, & 1b).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 12, Chang is silent on the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit.

Goreta teaches the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit (figure 2, labels 1a, & 1b).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include the wireless transceiver circuit being selected from the group consisting of an infrared circuit and a Bluetooth-enabled circuit as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 14, Chang teaches a remote control device in an advertisement response system (figures 1, & 3).

Chang is silent on using a remote control device to transmit on-demand a multiplicity of said page of teletext data of a displayed television advertisement picture on said active television apparatus from said first memory means in said active television apparatus to a second memory means in said remote control device; selecting a specific page of teletext data in said first memory means and transmitting said page of teletext data to said remote control device; navigating said first memory means in said active television apparatus using an input means on said remote control device; and displaying said page of teletext data on said television apparatus display using said remote control device.

In a similar field of endeavor Goreta teaches a remote control device to transmit on-demand a multiplicity of said page of teletext data of a displayed television advertisement picture on said active television apparatus from said first memory means in said active television apparatus to a second memory means in said remote control device; selecting a specific page of teletext data in said first memory means and transmitting said page of teletext data to said remote control device; navigating said first memory means in said active television apparatus using an input means on said remote control device; and displaying said page of teletext data on said television apparatus display using said remote control device (figure 2, entire , column 5, 5-11, & 24-31).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include a remote control device to transmit on-demand a multiplicity of said page of teletext data of a displayed television advertisement picture on said active television apparatus from said first memory means in said active television apparatus to a second memory means in said remote control device; selecting a specific page of teletext data in said first memory means and transmitting said page of teletext data to said remote control device; navigating said first memory means in said active television apparatus using an input means on said remote control device; and displaying said page of teletext data on said television apparatus display using said remote control device as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 15, Chang teaches a remote control device in an advertisement response system (figures 1, & 3). In addition Chang teaches using remote control to contact advertiser (Para. 0032-0033).

Chang is silent on displaying said page of teletext data stored in said second memory means on a display means on said remote control device; navigating said second memory means in said remote control device using said input means on said remote control device; displaying said page of teletext data selected in said second memory means, using said input means, on said active television apparatus.

In a similar field of endeavor Goreta teaches displaying said page of teletext data stored in said second memory means on a display means on said remote control device; navigating said second memory means in said remote control device using said input means on said remote control device; displaying said page of teletext data selected in said second memory means, using said input means, on said active television apparatus (figure 2, entire, & column 5, 5-11, & 24-31).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the advertisement response system of Chang to include displaying said page of teletext data stored in said second memory means on a display means on said remote control device; navigating said second memory means in said remote control device using said input means on said remote control device; displaying said page of teletext data selected in said second memory means, using said input means, on said active television apparatus as taught by Goreta in order to support downloading information into handheld device which is battery operated so that user can access information anytime whether there I power or not.

Regarding claim 16, Chang teaches the second electronic device being selected from the group consisting of a telephone, a computer, a personal digital assistant device and a television set-top box (figure 1, label13).

Regarding claim 17, Chang teaches the network means being selected from the group consisting of an Internet and a public telephone network (figure 7, label 94).

Regarding claim 18, Chang teaches the television signal being selected from the group consisting of a cable television signal, a satellite television signal and a broadcast television signal (figure 1, entire (obvious variant)).

Regarding claim 20, Chang teaches the teletext is selected from the group comprising an analog teletext system and a digital teletext system (figure 4, label 62).

Regarding claim 21, Chang teaches the remote control device wherein said page of selected teletext data is transmitted and printed on a printing device (figure 3, entire).

Regarding claim 22, Chang teaches the television apparatus, wherein said page of teletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data (figure 4, label 62(start and endpoints of embedded information is inherent)).

Regarding claim 23, Chang teaches the remote control device, wherein said page of teletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data (figure 4, label 62(start and endpoints of embedded information is inherent)).

Regarding claim 24, Chang teaches the method wherein said page ofteletext data comprises a first tag marking start of said page of teletext data, said contact information and a second tag marking end of said page of teletext data (figure 4, label 62(start and endpoints of embedded information is inherent)).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to ANTHONY BANTAMOI whose telephone number is (571)270-3581. The examiner can normally be reached on Monday - Friday 8-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Koenig can be reached on (571) 272 7296. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Anthony Bantamoi
Examiner
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